

Diploma thesis „Construction of far right member in „NEOnácek: Chcete ho?“ campaign“ deals with how young people perceive the current neo-Nazis and how they construct a member of a group of extreme right wing on the basis of that campaign. This work tries to use a qualitative approach to look into the effect of the campaign on ideas of the target group.

The theoretical part deals with the social construction of reality in conjunction with the stereotyping and extreme right in the Czech Republic in connection with subculture topic. Subsequently it investigates the area of homosexuality and social marketing.

The research part is formed by view of the advertiser, the creator of the campaign on his own campaign and its means of expression. Then there is the analysis of interviews with the representatives of the target group, which describes how young people construct the neo-Nazis and what ideas are connected with this movement.